Movement Entry Points & Tactics: a ***DOGE mag*** call to action / concept explainer

“What Would You Do, when all this shit is happening? What holds you back?”
(An offline tool to empower building resistance against the new USA authoritarian regime)

DRAFT version B, 2025-04-11

> *"I'm thinking about it in the context of, What does it mean to try to organize on a mass level and to truly bring in the numbers of people that would be necessary to thwart the kind of attack that we see now? And I think the need for mass movement can sometimes seem abstract, it can seem triumphalist even to talk about that, but if you look at the situation that we're in now where these powerful people are like, 'Screw your courts, we don't care it's illegal, we don't care,' what is the social force that actually exists to stop them?*
>
> *They don't care about the courts, they don't care about Chuck Schumer waving his fist at some rally in Washington DC, they don't care about tweets, they don't care about mean things that are said about them, they don't care that you don't like them, they don't care if you call them out - and so what then is the social force that is able to stop them? Well we could look at South Korea, we could look at any number of places that have mobilized in the face of political coups, administrative coups, however you want to categorize this when the rich and the elite simply don't care about the existing legal framework.*
>
> *And so when you think about it in those terms the need for mass movement - not just the movement of the already convinced, the movement of your friends, the movement of small numbers of people, but a mass movement - comes into a different focus, and ‘How do we get to that’? becomes a real living question and is no longer an abstraction. So there's lots more to say but I'll stop at that."*
>
> *— Keeanga-Yamahtta Taylor, 17 February 2025 (transcribed from a webinar)*

The DOGE Mag project *(linktr.ee/DOGEmag)* is a collection of printable materials to help build that mass movement. It makes resistance both more visible and accessible offline.

There are posters, flyers, zines, longer documents, and more – from a variety of sources, so it is not only pushing one overall strategy or position, and the different materials can speak to where different potential people are at.

"Potential people" refers to the people who could potentially interact with these materials once they are printed and disseminated, if people like you do print and distribute them. We lose the potential if we (you) don't make the most of this opportunity window we currently have. Things could get worse, with a corresponding lesser opportunity to change the trajectory, later on.

So for this particular tactic of 'Print/Distro-It-Yourself', it is necessary to ask: if you're not already doing this kind of thing, while it is still legal and with the magnitude of what is at stake, what is holding you back?

For many people, it may be because this is something different from what they're comfortable with.

Sidenote: Even for some of the people who are already comfortable flyering or postering, too often it is simply printed promo for the next event – whereas what we need is a much larger-and-diverser* movement than one primarily focused on the one particular tactic of protests, protesting, protested.

Sidenote2: *DEI can also be applied as a more Diverse, more Equitable and Inclusive range of resistance activities: that will therefore result in a wider range of people contributing, and contributing in more ways, and making the movement more effective. For example, this tactic-activity of Print/Distro-It-Yourself gives more people a way to contribute, because they can do it when they want, where they want, and to the extent that they choose, and without needing to wait on any larger group (there are many people who do want to do more, but who don't know what to do). It accomplishes something different than many other tactics-activities, so it helps make the movement more effective.

If you're not comfortable handing out flyers to people, maybe you just want to do some postering – which is simply taking some print materials and then putting them where multiple people will see them. You can staple or tape even the smallest, quarter-page flyer somewhere as a mini poster. You can also do stickering.

Similarly, you could do drop-lifting. Which can be all the way from surreptitiously leaving things on magazine shelves at stores, or inside the magazines themselves, or anywhere else people will find them... to simply leaving a small stack wherever flyers are welcomed and people will find them.

With those ways, you don't need to interact with people, but you're still allowing them the opportunity to connect with the messages and the movement.

But what may be holding some potential PDIY-ers back, imay be the question of who they will distribute the flyers or zines to. This question provides a chance to think further on strategy and tactics.

You can distribute them to people you are close to: friends, family, etc... maybe neighbors, colleagues, other people you might already talk with regularly. The strategy here – obviously it depends upon specific circumstances – but it can allow the relationships you already have to grow a deeper political dimension to them, where you can then have more productive discussions about the situation and about what you can do (together?) about it.

You can use the print materials as a tool to start conversations with other people you don't know but want to talk to about these issues: maybe that is someone at a local organization, maybe that is an individual in whatever context. Or maybe it is seeing who will want to talk about these issues by actually handing them out randomly on the street corner or wherever; some will ignore you, some may take one in passing, but some people will in fact be willing and perhaps even appreciative of the opportunity to have a short discussion (it helps to be standing by a crosswalk/light, where people do regularly already come to a standstill and thus may be more willing to start a conversation).

You can also use them in targeted ways, i.e. by ensuring they're available at any local 'movement hubs' or 'infrastructures of resistance,' and/or by bringing them to any type of community event – not only protests, but there too – and distributing them in whatever way makes sense: leaving a stack at the entrance? Going 'table-to-table' and offering them to every exhibitor/vendor? Asking a speaker at an event to mention the handouts during their speech and point you out in the crowd for people to get one

from? *(Maybe you even are a speaker at an event yourself, or event organizer, or college professor, or some other situation where you can announce this project and have printed copies on hand for people).* At protests, you can have small bundles to give to people, for them to take and later distro themselves.

You can get more creative than this, too.

Maybe you'd want to have a small crew to do distro with, not just yourself...

And that would be an exceptional way of doing one of the things that using these handouts can facilitate: to create 'pods' or 'affinity groups' or 'study groups' / 'book (zine) clubs' or some other form of small groups of people who autonomously-yet-connected-to-the-whole are figuring out how to take action and then taking that action, both to resist the new regime and to collectively care for ourselves in these crisis contexts .

SOME OTHER CONSIDERATIONS

So maybe this is to say things in different words, describing this project-tactic as a 'tri-pronged tool' you can add to the 'tools' you are already using: it is for Outreach, for Popular Education, for Strategy.

"Hand-to-Hand Media Contraband" is a new, fitting way of saying 'Samizdat'? "Samizdat was a form of dissident activity across the Eastern Bloc in which individuals reproduced censored and underground makeshift publications, often by hand, and passed the documents from reader to reader" *(-Wikipedia)*.

Marshall McLuhan's "The Medium Is The Message" can apply well here. One way of understanding TMITM is to think of when you are doing social media, the 'what' you are typing or reading or watching or sharing or uploading, what that says (the content) isn't the most important message, but the actual 'message' is that you are interacting with the screen. The various aspects and impacts of that.

So 'The Medium Is The Message' allows us to understand the 'message' of printing materials to hold in your hand and then either put up places where people will see them in their day-to-day walking arounds, or actually distribute directly to people in person, face-to-face, where you share physical presence and have the opportunity for 'real-time' 'real-world' full-dimensional interaction. The aspects, and the impacts, that that can have – aspects and impacts a lot of people are not getting enough of..

Social media platforms seem to harvest a tremendous amount of people's energy and attention, and our participations on them may not be making as effective contributions to movement-building or creating change as they have us believe/feel.

Similarly, contacting your politician 'representative', signing a petition, watching a webinar, even attending a protest, can leave lots to be desired.
.
So the thing of being able to have more different possibilities of activity, that contribute effectively to building a resistance movement, can help many people feel better and do better. Do better, feel better.

It also helps bridge the divides that social media platforms have created. The silos or social media bubbles where people get all their news and information and connections catered to a certain set of beliefs, that is in such contrast to other such silos and bubbles – and sometimes in contrast to reality.

So, "making resistance both more visible and accessible offline" is so very important because that can create potential to shatter the silos and break the bubbles – or at least, entry points to start doing so.

Protests are visible and accessible resistance offline, but they are usually short-lived and are often isolated from what else is going on in their city: how many non-protestors even see, let alone interact with, the protest? That too is a part of a protest's "The Medium Is The Message" message.

These print materials, at least the DOGE Mag customized ones in this collection, do include a link back to the online DOGE Mag collection: so anyone who gets a flyer or sees a poster offline, can find the rest of them online, to read and to possibly start printing/disseminating more themselves.

The silos and bubbles we can aim to break through to aren't only the MAGA ones (or the far-right?), or the comfortably numb and/or uninformed (though it cannot be emphasized enough, how very very important it can be to reaching through to those people who are accepting the normalization and habituation to what ' happening: what per cent of people do you think understand the current danger?).

It is also the silos and bubbles of the many many people who earnestly post and comment and share about all the problems they are aware of and concerned about and will (or would) take action on, but who don't really have much connection with offline efforts to do things. And again: if the only offline effort is to go to a protest then go back to all-online activity, maybe that gets old after a while too.

There is a new tool – the "All of US" Directory – that is a large listing of local groups all around the country which people can get in touch with and get involved with. It is quite an amazing tool to help connect people together, because facilitating people to make those connections and start working collectively is so necessary and so beneficial.

So, the DOGE Mag collection now includes a flyer with the All Of US Directory info and link. You (/anyone) can print off this flyer, and hand it to someone, and then they'll be able to connect themselves with whatever local collective efforts have managed to find themselves in that directory. Translation: this can enable reaching many people who aren't otherwise going to find All Of US on their own.

And of course on that same flyer, is the link back to the DOGE Mag collection itself – so that same person receiving the flyer can know how to go and make more copies of that flyer, or of another flyer or poster or zine, to circulate to other people, to grow that circle even more.

It doesn't take a lot to do a bit. And it can grow, and grow, and grow.

So the question again is: What is stopping you?

It is a serious question, because we need to be examining what we are doing – and aren't doing – and the reasons for that, and what we can do, and what that can do (/ achieve / accomplish).

Because the situation is seriously dire and the window of opportunity may not remain as open as it is now... in case you needed that reminder.

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*THIS IS A **DRAFT VERSION** NOT YET OFFICIALLY PUBLISHED*
*Original published version **will be** at linktr.ee/DOGEmag a.k.a. archive.org/details/@doge_mag*
Creative Commons: Republish and/or make derivatives freely, as long as you include credit and link.

ADDENDUM 1:

Another question, in the context where most web traffic is driven by social media activity, is how to get people to be sure to come back to the DOGE Mag collection web page a week later, or a month later, etc, if it's not something they may come across again online?

And perhaps a three-pronged answer is: whenever there is a big day of mass action coming up, or whenever there's a 'huuge' thing the regime does, then remind yourself to take a visit back to the collection online. Or, have a few of the items you always carry with you (so if an opportunity arises, you can give the person something), and when you run out, remind yourself to visit the collection. See what new materials have been added since you last visited and think of what coming circumstances you might have to do some distribution. Then download whatever files you might use, and you're good...

But at that point, also think if you can send an email to anyone else, letting them know what's available now. Encouraging others is a helpful activity too, to increase the potentials. And likewise, if you have the access or contacts, getting it listed in an online resource list or 'movement toolbox' can help too.

ADDENDUM 2:

Mass Movement Entry Points:

The starting quote from Keeanga-Yamahtta Taylor was the culmination of a larger thought in the webinar about learning lessons from movement mistakes or missed accomplishments: about entry points for more people into mass movements. It connected the background of the financial crisis of 2008 and before that the Hurricane Katrina disaster – and how those exposed the precarity of so many people, caused by polities of corporate elite greed – and then how the Occupy Wall Street movement brought unprecedented popular awareness via 'the 99% and the 1%' meme-idea, then how the 2020 Black Lives Matter / George Floyd uprising in the context of the pandemic was perhaps too exclusionary with the 'Defund The Police' etc – not including the violence of poverty and lack of provisions, or the concerns of people in communities impacted by the crime caused by socioeconomic disparities who feel the need for (police) protection – and thus wasn't successful in creating the wide-scale changes it could have, and how the current moment is in fact something of a backlash.

"...To me thinking about this over the last several months, is it requires such a high level of political commitment to come to the conclusion that the main aim of our movement in 2020 should be Defunding The Police. Is the bar set too high in coming to that conclusion? Is there a an easier entry point into organizing politics than that? …" - Keeanga-Yamahtta Taylor

Also of note, is the model of the Occupy movement, and the more recent student encampments for Free Palestine, of establishing a semi-permanent physical space enabling ongoing in-person connection, is a very powerful point-of-entry-and-escalation compared with most other ways people have of engaging in movements. In the current moment, there is organizing to occupy the National Mall in Washington DC with a protest camp starting on May Day (May 1st), a day which will feature mass resistance mobilization all around the country.

And in regards to lessons from the 2020 uprising, the "Remember 2020 – We Can Win" flyer/zine from CrimethInc (republished by DOGE Mag) puts forward the argument that in terms of tactics, we can learn a lot from the successes of 2020 because we need more than speeches-chants-and-placards to have any chance of successfully resisting what's being imposed now.

SOURCES / REFERENCES

Full collection of print materials from DOGE Mag:
Easy access @ www.linktr.ee/DOGEmag or full collection @ archive.org/details/@doge_mag

Italicized quote from Keeanga-Yamahtta Taylor, *is* from February 17, 2025 webinar: "The Corporate Coup in Global Context: An Emergency Town Hall" hosted by Haymarket Books (segment @ 46min):
https://www.youtube.com/watch?v=iyLiNN_NMO4
The full thought as described in Addendum #2 starts at around 37:20, the quote itself at around 46:00

What are 'Pods': https://www.soiltjp.org/our-work/resources/pods
What are 'Affinity Groups': https://anarchistfaq.org/afaq///sectionJ.html#secj31
What are 'Movement Hubs': https://marketingforhippies.com/the-seven-kinds-of-hubs/
What are 'Infrastructures of Resistance': https://archive.org/details/5ec826f5-18ab-498c-8b66-bd288618df15/page/23/mode/2up

All Of US Directory of local groups: https://www.allofusdirectory.org/

DOGE Mag flyers that include All Of US link: https://archive.org/details/doge_mag_quarter_flyers
One version also included on **page 8 of this document.*

May Day protest camp occupation of Washington DC National Mall starting May 1st:
https://linktr.ee/maydayprotest

"Remember 2020 – We Can Win" flyer/zine from CrimethInc:
Original https://crimethinc.com/zines/remember-2020-we-can-win
DOGE Mag version https://archive.org/details/we-can-win-half-page-flyers/we%20can%20win%20half%20page%20flyers%20doublesided/

***** Looking for feedback on this draft! *****

If you have any feedback, constructive criticism, additional ideas, how this can be more effective, etc, please share them!

EMAIL: dogemag@proton.me

Also

*** **For any print materials to be added into the collection: *****
Send PDF file(s) along with the following info:
Title, Description, Date Published, suggested 'Tags', Link (if the PDF is already available online).

Collection of print items to resist the new USA regime:

www.Linktr.ee/DOGEmag

[Print flyers] Letter from Mahmoud Khalil, a Palestinian Political...

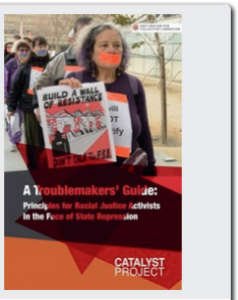
added Mar 26, 2025

Letter from Columbia U student Ranjani Srinivasan after fleein...

added Mar 26, 2025

They Didnt Look Like Nazis [Print flyers]

added Mar 25, 2025

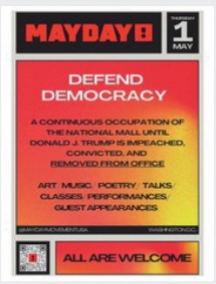


A Troublemakers Guide: Principles For Racial Justice Activists In The...

added Mar 14, 2025

We Can Win (Remember 2020) Half-Page Flyers

added Mar 14, 2025


MAYDAY
1 MAY
DEFEND DEMOCRACY
A CONTINUOUS OCCUPATION OF THE NATIONAL MALL UNTIL DONALD J. TRUMP IS IMPEACHED, CONVICTED, AND REMOVED FROM OFFICE
ART. MUSIC. POETRY. TALKS. CLASSES. PERFORMANCES. GUEST APPEARANCES
ALL ARE WELCOME

May Day - Occupation of National Mall D.C. May 1st (Posters)

added Mar 13, 2025

Don't fall for Fascist Propaganda (Poster/ Flyers/Stickers)

added Mar 04, 2025

Collection #1 of anti-MAGA, anti-DOGE, #TeslaTakedown images

added Mar 01, 2025

Tesla Takedown (Print Flyers)

added Feb 28, 2025

Tech Billionaires are Working to Dismantle Democracy (Print Flye...

added Feb 28, 2025

Become an Anarchist or Forever Hold Your Peace (Print Zine)

added Feb 28, 2025

Resist Project 2025: A Radical Guide to Countering...

added Feb 28, 2025

Making Sense of Fascism (Print Zine)

added Feb 28, 2025

USDS DOGE mass resignation letter

added Feb 28, 2025

Good Night Tech-Right: Pull the Plug on AI Fascism (Print Zine)

added Feb 19, 2025

Dont Just Do Nothing - Counter Fascism (Print Zine)

added Feb 18, 2025

[EN/ES] Strategizing to Stop Mass Deportations: Prepari...

added Feb 18, 2025

[EN/ES] The Case For Resistance: Preparing To Confront Donald...

added Feb 17, 2025

8 Things You Can Do To Stop ICE (Print)

added Feb 17, 2025

Department of Oligarch Government Exploitation
"Bet you did notsee this coup coming"
- Leon Marx
"Ruling class control of the world, unite!"
Socialist subsidies for my friends & me
Repression and spoffs for all of thee
#StopTheSteal
LOL !

DOGE Mag v1i1 Poster (PDF)

added Feb 17, 2025

Department of Oligarch Government Exploitation

• • • DOGE Mag(zines) • • •

" Print/Distro-It-Yourself "

www.Linktr.ee/DOGEmag

A collection of flyers, posters, zines, & more, to resist the authoritarian takeover of the USA government.

Help make the resistance more accessible and visible offline... Beyond social media bubbles, and into the streets, offices, schools, etc.

Hand-to-hand media contraband:
Outreach — Popular Education — Strategy

Trump inauguration, front row 2025:

"We could look at any number of places that have mobilized in the face of political coups, administrative coups, however you want to categorize this when the rich and the elite simply don't care about the existing legal framework.

When you think about it in those terms, the need for mass movement — not just the movement of the already-convinced, the movement of your friends, the movement of small numbers of people, but a mass movement — comes into a different focus, and 'How do we get to that?' becomes a real living question and is no longer an abstraction." — *Keeanga-Yamahtta Taylor*

"All Of US" Directory
Listings of organizations to get involved with locally:
www.allofusdirectory.org

Independent News Sources
Listings of trusted indy media:
www.movement-media.org
www.projectcensored.org

More flyers/posters/etc like this to print: ***www.linktr.ee/DOGEmag***

Department of Oligarch Government Exploitation

• • • DOGE Mag(zines) • • •

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More flyers/posters/etc like this to print: ***www.linktr.ee/DOGEmag***